

Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 SS-15 NSC-05 SY-05 SCCT-01 CPR-01 PA-01

PRS-01 CIAE-00 INR-07 NSAE-00 INRE-00 SSO-00 NSCE-00

NEAE-00 SAM-01 SAB-01 OPR-02 /051 W

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O R 061231Z OCT 75

FM AMEMBASSY CAIRO

TO USIA WASHDC IMMEDIATE

INFO SECSTATE WASHDC 7018

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USIAC

EO 11652: NA

SUBJECT: FACILITATIVE ASSISTANCE TO MEDIA COVERING SADAT'S VISIT
TO U.S.

REF: USIA 22886

1. DR. MURSI SAAD EL DIA, CHAIRMAN, INFORMATION ORGANIZATION, MINISTRY OF INFORMATION, HAS BEEN MADE RESPONSIBLE FOR PUBLIC AFFAIRS ASPECTS OF PRESIDENT'S VISIT BY THE MINISTER AND FOR THE MINISTRY'S RADIO, TV AND NEWS AGENCY COVERAGE OF VISIT. HE PLANS TO TRAVEL TO U.S. OCTOBER 13 WITH RADIO AND TV ENGINEERS TO MAKE ADVANCE ARRANGEMENTS IN NEW YORK AND WASHINGTON.

2. IN DISCUSSION WITH PAO OCTOBER 4, SAAD EL DIN STATED THAT A PUBLIC RELATIONS FIRM IN NEW YORK (DOREMUS AND CO.) HAS BEEN EMPLOYED BY THE MINISTRY TO HANDLE MEDIA RELATIONS, DISTRIBUTE PRESS RELEASES, ARRANGE INTERVIEWS, ETC...

3. SAAD EL DIN ALSO SAID THAT MINISTER OF INFORMATION PLANNED TO APPROACH THE AMBASSADOR THROUGH MINISTER OF STATE FOR FOREIGN AFFAIRS, MOHAMED RIAD, WITH REQUEST
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THAT U.S. PROVIDE SATELLITE FACILITIES FOR MINISTRY'S COVERAGE OF VISIT AS DID THE GOF WHEN PRESIDENT VISITED

*4-;3. THE FORMAL REQUEST HAS NOT YET BEEN RECEIVED.

4. SAAD EL DIN WILL BE WORKING WITH THE INFORMATION OFFICER OF THE EGYPTIAN EMBASSY IN WASHINGTON, MOHAMED HAQI, WHO SHOULD BE CONTACTED FOR FURTHER DETAILS RE GOE PLANS AND SAAD EL DIN'S SCHEDULE IN U.S.

5. IN A PARALLEL EFFORT (WCHIH, HOPEFULLY, WILL BECOME A JOINT AND COORDINATED ONE IN COURSE OF THE WEEK). AMB. TAHSIN BESHIR, SUPERVISOR OF PRESS AFFAIRS OF THE PRESIDENCY, IS ALSO PLANNING TO VISIT THE U.S. WITHIN THE NEXT FEW DAYS. HE RETURNED FROM CANADA OCTBER 5 AND CALLED PAO TO DISCUSS PLANS FOR MEDIA COVERAGE OF VISIT. PAO GAVE HIM INFO PROVIDED IN REFTEL AND INFORMED HIM OF SAAD EL DIN'S TRAVEL PLANS. E SAID THAT HE WOULD GET IN TOUCH WITH SAAD EL DIN. WILL PROVIDE FURTHER INFO AS PLANS DEVELOP.

6. LIST OF EGYPTIAN MEDIA PERSONNEL COVERING VISIT NOT YET AVAILABLE BUT BESHIR PROMISED TO PROVIDE ONE ASAP. IT APPEARS THAT MOST WILL BE TRAVELING TO U.S. IN ADVANCE OF PRESIDENT AND WILL BE SEEKING INTERVIEWS WITH PRESIDENT FORD, SECRETARY KISSINGER AND OTHERS. REQUEST GUIDANCE ON HOW REQUESTS FOR SUCH INTERVIEWS SHOULD BE HANDLED.

7. VIEW EXTENSIVE RADIO, TV AND PRESS COVERAGE WHICH GOE AND COMMERCAIL MEDIA PLANNING, BELIEVE MOST USEFUL SINGLE THING AGENCY COULD DO WOULD BE SHORT (10-15 MINUTES), 35MM, COLOR FILM OF VISIT FOR PLACEMENT IN BOTH COMMERCAIL THEATERS AND MINISTRY OF INFORMATION OUTLETS. SECOND HIGHEST PRIORITY WOULD BE HEAVILY ILLUSTRATED PAMPHLET. PLEASE ADVISE IF THESE ARE POSSIBLE. RUSSELL

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Disposition Authority: ShawDG
Disposition Case Number: n/a
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Disposition Date: 28 MAY 2004
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Disposition History: n/a
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